

UNITED STATES PATENT AND TRADEMARK OFFICE  
**CERTIFICATE OF CORRECTION**

PATENT NO. : 7,062,510 B1  
APPLICATION NO. : 09/807887  
DATED : June 13, 2006  
INVENTOR(S) : Charles Eldering

Page 1 of 1

It is certified that error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

In the drawings, Sheet 11, Fig. 6A, line 9, delete "HOUSEHOLD DEMOGRAPHICS VECTOR" and replace with --DEMOGRAPHIC CHARACTERIZATION VECTOR--;

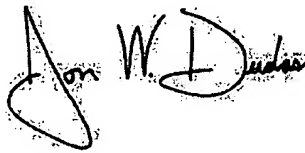
Column 11, line 50, delete "a" and replace with --as--;

Column 15, line 6, delete "vector the demographic" and replace with --vector and the demographic--;

Column 17, lines 22-23, delete "customer" and replace with --consumer--;

Signed and Sealed this

Second Day of January, 2007

A handwritten signature in black ink, appearing to read "Jon W. Dudas", with a stylized flourish at the end.

JON W. DUDAS  
*Director of the United States Patent and Trademark Office*